

PROJECT NUMBER: 2305  
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive  
PROJECT LEADER: H. M. Maxwell  
PERIOD COVERED: April, 1988

**I. ALTERNATIVE FLAVORS:**

- A. **Objective:** To identify and qualify alternative sources for flavoring materials.
- B. **Status:** An alternate vendor for block licorice is currently being considered. Semi-works cigarettes are being produced for the Cross-Operations panel. Another casing flavor alternative is being tested for qualification.

C. **Plans:**

Cigarette Remake	April, 1988
Cross Operation Mail-Out Panel Results	May, 1988
Cigarette Production For Casing Flavor POL (Merit 85)	May, 1988

**II. PROJECT MOOG:**

- A. **Objective:** To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.
- B. **Status:** The N-type POL results indicate that MOOG-N is similar to Newport. Flavor modification for Moog K and S will be initiated upon receipt of suitable models from Semi-works.

C. **Plans:**

K-type Semi-works Cigarettes	May, 1988
S-type Semi-works Cigarettes	May, 1988

**III. PROJECT LEVO:**

- A. **Objective:** To determine the subjective differences between 100% Natural and 100% Synthetic menthol and to develop flavors to make them subjectively equivalent so that manufacturing would have complete flexibility to use them at any ratio. Also, to qualify alternate suppliers and/or manufacturing processes modifications.
- B. **Status:** Cigarettes for Merit POL retesting of 100% natural vs. 100% synthetic menthol are approved for testing. In-house testing

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and a B&H Menthol 100 POL is also scheduled. An alternate supplier and a manufacturing process modification by a present supplier was qualified.

C. Plans:

POL Results June, 1988

B&H POL To Be Scheduled When Smokers Are Available

**IV. MENTHOL RELEASE COMPOUND:**

A. Objective: To develop a mentholated charcoal-filtered cigarette utilizing a menthol release compound.

B. Status: Additional cigarettes will be made utilizing the foam bound rod process to apply MGC. These cigarettes will be used to compare menthol delivery characteristics of MGC with CA filter, charcoal in tow filter, and charcoal in plug-space-plug filter.

C. Plans:

Additional Cigarette Production May, 1988

**V. PROJECT GRAIN:**

A. Objective: To significantly reduce alcohol levels in PM flavor systems while maintaining product integrity.

B. Status: A run at Stockton Street will be scheduled to produce cigarettes with 0, 10, and 30 percent alcohol reduction.

C. Plans:

Stockton Street Run June, 1988

**VI. ALTERNATE HUMECTANT PROGRAM:**

A. Objective: To develop the capability to produce cigarettes that are glycerin-free and cigarettes that are propylene glycol and glycerin-free, while maintaining subjective integrity.

B. Status: G-free cigarettes were made and are being evaluated for POL testing. Casings and aftercut were made replacing PG and G for that program.

C. Plans:

G-free POL Release April, 1988

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